



# Global Surgical AI Healthcare

## Product Roadmap: From Revenue Products to Surgical Intelligence OS

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### Vision

Build the **world's leading Surgical Intelligence Platform** — a modular “operating system” for surgical video, AI, and workflow across all devices, cameras, and displays in the operating room.

We are executing this vision through a **phased, revenue-first, modular product strategy**.

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### Phase 1 — Revenue Foundation (0–6 Months)



#### Product: Surgical Video Intelligence Suite (V1)

##### What it does:

- Ingests surgical video from existing OR systems
- Records & stores cases
- Playback, review, annotate, tag
- Case library for training, QA, legal, education

##### Who buys it:

- Hospitals
- Surgery centers
- Teaching institutions
- Device companies

##### Why it matters:

- Fast to deploy
- Low regulatory risk (non-diagnostic)
- Immediate customer value
- Establishes installed base + data moat

##### Business impact:

- First revenue within 6 months
  - Pilot hospitals → enterprise rollouts
  - Foundation for AI training data
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## **Phase 2 — AI Expansion (6–12 Months)**



### **Product: AI Post-Op Analysis Module**

#### **Adds:**

- AI-powered case analysis
- Skill assessment & quality scoring
- Automated reports
- Training feedback
- Complication & variance detection (post-op)

#### **Why this wins:**

- High-margin SaaS
- Differentiates from simple video platforms
- Still avoids real-time FDA risk
- Creates strong switching costs

#### **Business impact:**

- Expands ACV per hospital
  - Positions company as “AI Surgical Intelligence”
  - Strengthens clinical & academic partnerships
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## **Phase 3 — Real-Time Intelligence Platform (12–24 Months)**



### **Product: Real-Time Surgical Intelligence Layer**

#### **Adds:**

- Real-time AI overlays
- Anatomy & instrument recognition
- Workflow phase detection
- Risk alerts & guidance

- Multi-device display (monitors, tablets, AR glasses)

**Also introduces:**

- Core platform services
- Workflow orchestration
- User/session management
- Plugin/app ecosystem

**Business impact:**

- Platform-level differentiation
  - Enterprise contracts
  - Strategic value to device makers & hospital systems
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## **Phase 4 — The Surgical OS (24+ Months)**

### **Product: Universal Surgical Intelligence Platform**

**Becomes:**

- The operating system layer between:
  - Surgical cameras
  - Imaging devices
  - AI models
  - Displays & glasses
  - Hospital systems

**Provides:**

- Unified video & data layer
- AI orchestration
- Workflow control plane
- Compliance, audit, security
- App ecosystem

**Business impact:**

- Category-defining platform
- Extremely high switching costs
- Strategic acquisition target
- Long-term market leader

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## **Key Strategy: Modular, Sellable Products**

- Each phase is:
  - Independently sellable
  - Independently deployable
  - Independently monetizable
- Customers can:
  - Start small
  - Expand over time
- Investors get:
  - Early revenue
  - De-risked execution
  - Clear value inflection points



## **Commercial Logic**

- **Phase 1:** Land with video platform
- **Phase 2:** Expand with AI SaaS
- **Phase 3:** Platform conversion
- **Phase 4:** OS dominance

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## **Investor Summary**

- ✓ Revenue in < 6 months
- ✓ AI differentiation in year 1
- ✓ Platform moat in year 2
- ✓ OS-scale outcome in 3+ years

This is not a science project.

This is a **platform company built through disciplined, revenue-driven phases.**